

With regard to the topicality of corporate social responsibility (CSR) in retail practice, only a few studies have comprehensively analyzed the role of CSR in retail. Due to the specific role of a retailer as a gatekeeper between the producer and the consumer in the supply chain, a comprehensive understanding of the impact of consumer perceptions of CSR activities is of great relevance. Therefore, this study contributes information regarding the impact of CSR activities on retailer performance. Using a comprehensive conceptualization of CSR, the results of our customer survey ( $N = 3,313$ ) suggest that CSR has positive implications as driver of customer loyalty and favorable consumer purchasing behavior. The authors demonstrate the CSR dimensions that are most important for retailers to influence positively consumer purchasing behavior. This study highlights the significance of the credibility of retailer CSR activities and show that consumers' CSR orientation impacts the relationship between retailer CSR activities and consumer behavior.

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